



Education and Public Involvement Program

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Problem Definition

Protecting the health of Puget Sound requires an ongoing commitment from everyone—as individuals at home, work and play and as members of our communities where we influence others. Because many of the solutions to Puget Sound's problems must occur through individual action, education and public involvement are integral to a long-term management strategy for Puget Sound. Education is the key to giving people the knowledge they need to understand how their behavior impacts the soil, groundwater, habitat and water in Puget Sound. Public involvement opportunities allow people to voice their concerns about environmental issues that affect their communities. Government officials can use this information to determine how to manage and protect Puget Sound.

The public must have access to accurate, credible information about the Puget Sound ecosystem. Conveying information about the Sound in an engaging and understandable way while doing justice to its complexity is difficult. The resolution of many of the tough issues we face—threatened fish species, stormwater management and habitat loss—depends on how well the public and the offi-

cial they elect understand complex interconnections.

A 1998 survey by the National Environmental Education and Training Foundation revealed that many Americans do not understand how their behavior impacts the environment. According to the survey:

- Only 23 percent knew that stormwater runoff is the leading cause of water pollution.
- Sixteen percent knew that do-it-yourself oil changes are the leading source of oil entering surface waters.
- Most people in the survey assumed that factories, landfills, barges and refineries were causing pollution—not themselves.

The survey also showed that people who understand their role in water pollution are more likely to engage in behaviors to reduce pollution.

Programs must be designed to fulfill the needs and concerns of the people we are trying to reach. The school reform movement has motivated schools to place primary focus on basic skills. Environmental education curricula for K-12 must integrate the state learning requirements in basic

What does “shall” mean?

The Action Team has determined that the actions in this plan are needed to protect and restore Puget Sound. Consistent with the importance of these actions, this plan says that appropriate implementers “shall” perform the actions. However, implementation of many of these actions is a long-term process. The Action Team's work plans will identify the actions that need to be taken each biennium to implement this management plan. Implementation of actions in the work plans is subject to the availability of funds and public input into the decision-making processes of implementing entities. When an action is included in a biennial work plan, the Action Team expects that it will be implemented in accordance with the relevant provisions of the Puget Sound management plan, in accordance with Chapter 90.71 RCW.

subject areas before teachers can justify spending time on it. Programs that do not address cultural and ethnic diversity will fail to reach significant segments of the population.

In the past 10 years, federal, state and local government agencies, environmental groups, schools and concerned citizens in the Puget Sound area have developed numerous education and stewardship programs. Coordination to encourage more efficient use of resources remains a challenge. Although education is recognized as the best way to motivate voluntary behavioral changes, many programs struggle with funding. Resources are wasted as groups around the Sound reinvent the same wheels.

Informed citizens transfer knowledge into actions to protect the Sound. The collective actions of all citizens will determine whether we can meet the challenges of an expanding population in a way that sustains the health of Puget Sound and protects the quality of life we value.

Institutional Framework

Involving the public through environmental education programs and policy making is a key tool in the management of Puget Sound. Dozens of education and stewardship projects are operating in the Puget Sound basin. Government agencies at the federal, state and local levels have allocated more resources toward education and have reorganized their education efforts to better serve agency missions and resource management goals. The listing of Puget Sound chinook, Hood Canal chum and bull trout has done much to mobilize government and non-profit groups to coordinate efforts to benefit salmonid species habitat.

When the Public Involvement and Education program (PIE) was launched in 1987, it was one of the first programs to provide support for local stewardship projects. Since then, the PIE format has been reproduced in many communities and has provided guidance for hundreds of projects. Vigorous public and private sector efforts by local government, People for Puget Sound, Adopt a Beach, the Conservation Districts, Sea Grant, Washington State University (WSU) Cooperative Extension, and schools have provided meaningful stewardship opportunities for citizens through PIE partnerships and on their own.

The *Puget Sound Water Quality Management Plan* advocates local and regional coordination. The Governor's Council on Environmental Education

supports and coordinates State environmental education programs. The Governor's scorecard for restoring salmon lists volunteers as an indicator to help assess efforts to restore salmon, steelhead and trout populations. Field agents and local liaisons help to coordinate local programs.

The Office of the Superintendent of Public Instruction has developed a framework for environmental education that complies with the State Essential Learning Requirements. Agencies are learning to create curricula that meet these standards. Curricula such as Project WET and Aquatic Wild meet state academic requirements and are frequently adapted for use in the Puget Sound region. The Environmental Education Association of Washington and Northwest Aquatic and Marine Educators are two organizations comprising teachers, agency staff, and community educators that promote quality environmental education in the Puget Sound basin.

Environmental education and stewardship programs are becoming more inclusive of all segments of society in the Puget Sound Basin, though much is still targeted too narrowly. Many PIE projects have been implemented by culturally and ethnically diverse groups who provide valuable insights into how programs can reach more people. These pilot programs have potential for wider use throughout the basin.

Communicating accurate information about Puget Sound helps build a long-term foundation of knowledge in the public. Many federal, state, local and tribal agencies collect information about Puget Sound but efforts to make the data understandable and accessible to the public are challenging. Data obtained from the Action Team's Puget Sound Ambient Monitoring Program are published in a tabloid and distributed in major newspapers in the basin. Newsletters and websites produced by state agencies and non-profits distribute information that helps to protect Puget Sound. Aquariums, zoos, and universities are increasingly using their resources and skills to educate the public about Puget Sound.

To keep up with the impacts from population growth and the influx of new people into the area, it is important to make accurate information, quality education, and stewardship opportunities available to the public. The *Puget Sound Management Plan* provides guidance for building cooperative partnerships that protect Puget Sound through education and public involvement.

Program Goal

To support, improve and sustain regional education and public involvement programs that

- a. Inform, educate and involve individuals, groups, businesses, industry and government in the cleanup and protection of Puget Sound;
- b. Increase understanding of the Sound's ecosystem; and
- c. Create the commitment necessary to improve and protect water quality over the long term.

Program Strategy

The strategies for achieving this goal include:

- a. Creating a public involvement policy for agencies and local governments;
- b. Helping state agencies and tribal governments coordinate education programs on marine and freshwater habitats, water quality policy issues and volunteer action;
- c. Hiring field agents to coordinate among local and regional education and public involvement programs; and
- d. Administering a PIE Fund to support short-term public involvement and education efforts in both the private and public sectors.

EPI-1. Education and Public Involvement Guidelines

EPI-1.1. Public Involvement Policy

The public involvement policies established in this element shall be followed by all state agencies and local and tribal governments in implementing the *Puget Sound Water Quality Management Plan*. The Action Team support staff shall monitor public involvement activities of agencies implementing the management plan.

The policies are as follows:

- a. A broad representation of the public shall be consulted in developing and adopting rules, establishing criteria, setting guidelines, selecting sites or target areas, developing action plans and carrying out other activities related to the *Puget Sound Management Plan*.

- b. A variety of public involvement techniques shall be used. Where advisory or review committees are deemed helpful to provide public involvement in the implementation of the management plan, existing standing committees or commissions and established processes and procedures for local comprehensive plans should be evaluated and improved where possible rather than creating new committees. However, new or additional committees or processes should be created if necessary to achieve full public involvement. Agencies shall consider reimbursing travel expenses of members of advisory bodies.
- c. Agencies shall allocate adequate staff resources to their public involvement programs. Agency staff responsible for public involvement shall receive training in public involvement techniques and skills.
- d. State and federal agencies and local and tribal governments shall use public information techniques that exceed requirements for legal notice or publication in the Federal or State Register to ensure that: (1) public information on decisions to be made or actions to be taken for the management plan is complete and understandable; (2) the effects of the proposed decision or action, especially on special groups or geographic areas, are fully described; (3) the ways in which the public might be affected by the decision or action are fully presented; and (4) the ways in which the public may influence the decision-maker and appeal the decision are explained.
- e. To facilitate access to decision-making processes, state agencies and local and tribal governments shall send notification for public hearings or meetings as early as possible, shall seek to provide both day and evening meetings and hearings and shall explain how public comment was incorporated into decisions and actions. For decisions affecting a large geographic area, meetings and hearings shall be held at locations throughout the area.
- f. To facilitate understanding of decision making and management plan programs, the Action Team support staff and other agencies shall communicate clearly and simply using lay language whenever possible.
- g. To involve tribal governments in the deci-

sion-making process, agencies shall follow the Centennial Accord. Local governments shall communicate with tribal governments to determine the most effective mechanism for intergovernmental communication on any programs or projects related to the management plan. Tribal governments shall follow the Centennial Accord.

Target Date for EPI-1.1: Ongoing.

EPI-1.2. Technical Assistance on Public Involvement

The Action Team support staff, the Department of Ecology, Washington State University (WSU) Cooperative Extension and the Office of Community Development (OCD) shall provide technical assistance on public involvement for local government staff and elected officials. Technical assistance shall include developing materials, providing training and making recommendations. Training topics shall include consensus-building, conflict management and ways to use volunteers.

These agencies shall support citizen groups by opening their public involvement training sessions to citizens whenever possible. Citizens shall have the opportunity to receive training in public involvement related to federal, state and local permit processes, and ways to organize and maintain effective volunteer groups.

Target Date for EPI-1.2: The Action Team support staff's technical assistance and monitoring is ongoing. The Action Team support staff, WSU Cooperative Extension, OCD and Ecology shall be organized to provide coordinated technical assistance, as funding is available.

EPI-1.3. Ecology Coordinator and Mailing List Brochure

Ecology shall maintain a public involvement coordinator who shall be responsible for coordinating public involvement activities related to Ecology's responsibilities under the management plan. Ecology shall periodically update the brochure describing the various mailing lists maintained within the agency, defining the purpose of each and giving instructions on how to get on each list.

EPI-1.4. Short Course on Local Planning

OCD and the Action Team support staff shall develop materials for use in training programs. The

materials shall include information about integrating water quality protection into comprehensive plans developed under the Growth Management Act and other land-use planning processes as appropriate.

Target Date for EPI-1.3 - 1.4: Ongoing.

EPI-1.5. Education Guidelines

The following guidelines shall be used in developing programs as part of the long-range strategy for education and public involvement:

- a. Support activities that develop an ethic that promotes protecting Puget Sound as a treasure.
- b. Move beyond the "us versus them" attitude and emphasize water quality as being in everyone's self-interest.
- c. Develop mechanisms for cooperation among the public sector, private sector and educational institutions.
- d. Promote a sense of place by focusing on local issues and resources and how they relate to the larger picture.
- e. Emphasize interesting, innovative activities that involve people, put them in charge of decisions and lead to local action.
- f. Provide people with solutions and things they can do, including adaptation of successful Public Involvement and Education (PIE) projects.
- g. Include concrete goals that will visibly demonstrate progress and success.
- h. Include connection with an ongoing information base that provides accurate information on Puget Sound issues. Build on existing programs.
- i. Improve coordination and cooperation among the education and public involvement resources and activities of federal, tribal, state and local governments.
- j. Design and organize activities, training and information tailored to the target audience.
- k. Include youth.
- l. Concentrate resources at the local level but include a Soundwide entity or process to provide common direction, standards and coordination for local actions.
- m. Include an ongoing public awareness campaign to support and connect education and public involvement activities.

- n. Conduct educational activities in a variety of settings, both regulatory and non-regulatory.
- o. Have clear goals and objectives and a built-in means of evaluating and modifying the strategy for achieving them.
- p. Include scientific review of materials and information when appropriate.
- q. Reflect the diversity of existing and past cultural values for and uses of Puget Sound.

Target Date for EPI-1.5: Ongoing.

EPI-2. Coordination Mechanisms

EPI-2.1. Local Coordination: Field Agents

Together, the Washington Sea Grant Program, WSU Cooperative Extension and the Action Team support staff shall provide regional field agents to help coordinate and implement local and regional education and public involvement efforts to implement the management plan with an emphasis on working with local governments and communities.

To accomplish this, the regional field agents shall:

- a. Assist local government staff and elected officials and communities in developing, implementing and evaluating education and public involvement activities or programs that are related to Puget Sound water quality.
- b. Provide assistance to the Action Team's outreach efforts and to local communities working on Puget Sound action campaigns.
- c. Facilitate citizen participation in local, state and national water quality issues.
- d. Assist local shellfish protection districts, clean water districts and watershed committees.
- e. Coordinate local programs with regional and state programs.
- f. Facilitate the transfer of university-based research and other appropriate information and technology to local communities.
- g. Facilitate communication of community research needs to appropriate university programs.
- h. Meet regularly with the Action Team support staff to coordinate activities for implementing the management plan.

In consultation with the Action Team support staff and local governments, field agents will develop biennial work plans that reflect assignments in

this sub-element.

Field agents shall coordinate their work with tribal government field agents described below.

Target Date for EPI-2.1: The Washington Sea Grant Program and WSU Cooperative Extension shall hire field agents when funding becomes available. By 1996 there shall be 18 field agents in the region.

EPI-2.2. Tribal Government Coordination: Field Agents

The Action Team shall provide funds for tribal governments to establish field agents who will conduct education and public involvement programs related to implementation of the *Puget Sound Management Plan* and in coordinating with other education and public involvement programs. Specific responsibilities of the tribal field agents shall include those listed for Puget Sound field agents above (element EPI-2.1): facilitating tribal involvement; facilitating funding for tribal governments; providing technical assistance and training; coordinating tribal programs with regionwide or statewide programs; working with watershed management committees and evaluating programs. Tribal field agents shall meet regularly with Puget Sound field agents.

The Action Team support staff, Washington Sea Grant, WSU Cooperative Extension and tribal governments shall meet to determine the guidelines for: tribal applications to receive funds under this program, including provisions to ensure participation in the program by small tribes; and coordination among tribal governments, Washington Sea Grant and WSU Cooperative Extension to implement and operate this program. The program shall be operated in conjunction with element EPI-2.1 in order to meet the needs of specific tribal and local governments while accommodating some regionwide goals and activities. Implementation of the program shall be contingent upon Washington Sea Grant and WSU Cooperative Extension receiving funds to coordinate the local field agents with the tribal field agents.

Target Date for EPI-2.2: The equivalent of six full-time tribal field agents shall be hired by December 30, 1991.

EPI-2.3. State Coordination: Governor's Council on Environmental Education

The Governor's Council on Environmental Education (GCEE), comprising agency staff from

the Washington departments of Agriculture, Ecology, Fish and Wildlife, and Health, the Interagency Committee for Outdoor Recreation, the State Parks and Recreation Commission, the Puget Sound Water Quality Action Team support staff, WSU Cooperative Extension, University of Washington Sea Grant, the Washington State Energy Office, Environmental Protection Agency (EPA) Region 10, the Commissioner of Public Lands and the Superintendent of Public Instruction, should:

- a. Establish a clearinghouse for education and public involvement information produced by state agencies that relates to Puget Sound and water quality;
- b. Serve as a forum for coordination of state agency programs that fund water quality and environmental education;
- c. Coordinate educational and interpretive services to the public on state-owned lands and at state facilities in Puget Sound, with emphasis on education about watersheds and opportunities for existing volunteer groups to work together in watershed stewardship activities.

Target Date for EPI-2.3: Program assistant position to serve as clearinghouse coordinator funded beginning July 1, 1995.

EPI-2.4. Agency Coordination and Education Coordinators

The departments of Ecology, Fish and Wildlife, and Natural Resources, the State Parks and Recreation Commission, WSU Cooperative Extension, and Washington Sea Grant will designate staff to coordinate education programs related to Puget Sound within each agency and among agencies. The coordinators will ensure that agency education programs related to Puget Sound are consistent with the direction of the statewide program of each agency. Specific responsibilities of the coordinators include coordinating the agency's education resources with those of other agencies to develop the training teams for volunteer audiences, the waste reduction and habitat protection programs for business and industry audiences, the cooperative interpretive programs for general audiences, programs for the schools, agency participation in the GCEE (element EPI-2.3), and agency participation in the *Puget Sound Management Plan* coordination and evaluation meetings (element EPI-2.6).

Target Date for EPI-2.4: Ecology and WSU Cooperative Extension have hired education coordinators. Other agencies shall hire coordinators as funding becomes available.

EPI-2.5. School Coordination: Office of Environmental Education

The Office of Environmental Education of the Superintendent of Public Instruction shall support and improve K-12 environmental education in the Puget Sound region. Specifically, the office shall provide assistance to Puget Sound school districts and educational service districts to incorporate habitat, wetland, watershed, water quality and marine education into the K-12 curriculum and develop pre-service and in-service training opportunities for teachers emphasizing interdisciplinary curriculum design and adaptation of existing teaching materials to fit local educational goals and water quality issues.

Target Date for EPI-2.5: Ongoing.

EPI-2.6. Puget Sound Management Plan Coordination and Evaluation: Meetings

The Action Team support staff shall convene a meeting each biennium in which educators and program staff will advise the agency on effective strategies for education and public involvement programs related to the *Puget Sound Management Plan*. The meetings will provide an opportunity for education and public involvement program staff to discuss program needs that might be met with resources or ideas from other programs, timing and coordination issues, and techniques for evaluating programs. The meetings will be widely advertised to local governments, tribal governments, nonprofit groups, and business and industry.

Target Date for EPI-2.6: Ongoing.

EPI-2.7. Coordination Among Federal Agencies

Implementers of Puget Sound education programs focused on water quality who work with one or more federal agencies should consult with agency representatives on the Federal Educators' Consortium.

Target Date for EPI-2.7: Ongoing.

EPI-3. Programs Tailored to General Audiences

EPI-3.1. State Interpretive Programs

For each topic or issue that would benefit from interpretive programs or projects (as opposed to major interpretive centers), the GCEE shall designate a lead agency to develop a pilot interpretive project. The purpose of the pilot interpretive project shall be to identify the issues, perspectives, controversies, expertise and educational approaches held across agencies on that topic or issue. After a comprehensive interpretive approach has been identified, agencies may subsequently undertake interpretive projects on their own, using the knowledge gained through the pilot project.

The lead agency shall convene a committee including representatives from the private and public sectors and tribal governments. Lead agencies are already designated for those topics listed below:

Watersheds and Fish Habitat. Fish and Wildlife shall convene a committee to develop a model watershed interpretive program at hatcheries that are easily accessible to visitors.

Shellfish. Fish and Wildlife shall convene a committee to develop an interpretive program for shellfish.

Wetlands. Ecology shall convene a committee to develop an interpretive program for wetlands.

Contaminated Sediments. Ecology shall convene a committee to develop an interpretive program for contaminated sediments.

The resulting materials shall be maintained and made available to educators, the media and the public.

Target Date for EPI-3.1: As funding becomes available.

EPI-3.2. Washington State Ferries

The Washington Department of Transportation (WSDOT) shall implement a program on the Washington State Ferries system. The program shall train volunteers to make presentations on topics directly related to Puget Sound, such as the history of the ferry system, ports, marine resources and protection of Puget Sound.

Target Date for EPI-3.2 No target date established.

EPI-3.3. Wildlife Habitat Education

Fish and Wildlife, in cooperation with State Parks, shall implement a program to introduce wildlife education at state parks and other recreational settings. The program shall promote understanding of the habitats for marine, freshwater and upland wildlife by adapting hands-on activities from existing programs, many of them from K-12 curriculum. Fish and Wildlife shall work with State Parks to provide training to park rangers. Fish and Wildlife and State Parks shall provide stipends for facilitators of the various programs, such as Project Wild, so that teachers may be trained to implement these. State Parks shall coordinate the educational activities of the rangers and the facilitators operating at state parks.

Target Date for EPI-3.3: Ongoing as funding is available.

EPI-3.4. Interpretive Centers

The Action Team support staff shall provide funding to existing interpretive centers around the Sound to support staff development and training, workshops, displays and interpretive activities on Puget Sound. The Action Team support staff shall provide interpretive centers with information from which interpretive centers can design displays or programs. The Action Team support staff and the Office of Environmental Education shall publicize the schedules and activities of interpretive centers on a regionwide basis.

Using a geographic information system (GIS), the Action Team support staff may create three-dimensional representations of Puget Sound bays or marine water bodies portraying the local information from the Puget Sound Ambient Monitoring Program (PSAMP) and the past and/or current research efforts occurring in that location. These representations shall be distributed to a local interpretive center in order to educate citizens about the PSAMP and the Research Program.

Target Date for EPI-3.4: Ongoing as funding becomes available.

EPI-3.5. New Interpretive Centers

The Action Team support staff may initiate a process to establish new interpretive centers that would fill both geographical and topical gaps in interpretive activities related to the Sound.

EPI-4. Programs Tailored to Volunteer Audiences

State agencies and local governments shall support and utilize the interest and expertise of volunteers who wish to protect or enhance Puget Sound water quality and habitats, and who wish to educate their communities on related issues. Toward this purpose, state and local agencies shall fund and utilize the field agents described in EPI-2.1 and shall notify volunteers of funding opportunities through programs such as the PIE Fund (EPI-8.1).

The Washington Sea Grant Program and WSU Cooperative Extension, in cooperation with the GCEE, shall create an advanced program for Master Stewards for Puget Sound watersheds in which volunteers are certified. These volunteers will then be available to provide technical assistance to government and private sector programs. Washington Sea Grant and WSU Cooperative Extension shall meet with representatives of state agencies, the GCEE, and local and tribal governments to design the criteria for certification.

Target Date for EPI-4: Washington Sea Grant and WSU Cooperative Extension shall offer a program for Master Stewards as funding becomes available.

EPI-5. Programs Tailored to Business and Industry Audiences

EPI-5.1. Pollution Prevention

Ecology shall expand its waste reduction program to coordinate with the waste reduction or pollution issues of the departments of Fish and Wildlife, Health, Agriculture and Natural Resources, in order to provide audiences in business and industry with comprehensive messages on the actions necessary to prevent pollution generated by the particular activities of each audience. This program would integrate information for each group on issues such as municipal sewage treatment systems, pretreatment programs, discharge permits, stormwater systems, on-site sewage systems, solid waste landfills, hazardous waste disposal, waste reduction and plastic marine debris. Where appropriate, referrals should be made to related local government.

WSU Cooperative Extension shall coordinate the educational resources of conservation districts, Agriculture, Ecology, Fish and Wildlife, and Health to provide target agricultural audiences and pesticide applicators with a comprehensive message on

the actions necessary to prevent their wastes from entering the water.

Washington Sea Grant shall coordinate the educational resources of Ecology, Fish and Wildlife, and Natural Resources, and the Coast Guard in order to organize a similar program to deliver coordinated messages to commercial fishing, aquaculture and marine-transport industry audiences.

The lead agencies designated above shall work with the Business Assistance Office of the Office of Community Development, local field agents and members of the target audience to develop the information and materials, and to determine the best mechanisms to deliver the message.

Target Date for EPI-5.1: As funding becomes available.

EPI-5.2. Habitat Protection

Fish and Wildlife shall coordinate with Ecology, Natural Resources, and WSU Cooperative Extension to provide education on habitat protection and enhancement to developers, realtors, contractors, and business and industry. This program shall include the implementation of joint habitat enhancement and education.

Target Date for EPI-5.2: Fish and Wildlife shall initiate a program as funding becomes available.

EPI-5.3. Water Quality Protection Through Peer Education

The Action Team support staff shall continue to encourage business, industry and nonprofit organizations to use the PIE Fund (EPI-8.1) to implement water quality education projects by peer education through their networks and associations.

EPI-6. Programs Tailored to Youth Audiences

The Office of Environmental Education and the GCEE shall consult with the Action Team support staff, Ecology, the PSAMP Steering Committee, community college faculty, elementary and high school teachers, and citizens to provide recommendations to the Action Team support staff on:

- a. The feasibility of expanded citizens' and school monitoring programs;
- b. The parameters for which citizens and students can best provide information for the PSAMP and freshwater programs;

- c. Appropriate laboratory support and training for such a program;
- d. Data access and feedback mechanisms for effective citizen and school participation in monitoring programs; and
- e. The practicality of integrating monitoring into existing school curricula.

Target Date for EPI-6: Ongoing.

EPI-7. Programs Tailored to College and University Student Audiences

EPI-7.1. Puget Sound Internships and Credit

The Action Team support staff shall work with Ecology and other agencies to establish internships and opportunities for students to prepare case studies on issues related to Puget Sound.

Target Date for EPI-7.1: Possible internships will be developed when funding becomes available.

EPI-7.2. Post-Secondary Monitoring

Agencies and local governments involved in water quality monitoring through ambient monitoring, watershed or stormwater programs shall seek opportunities to involve universities and community colleges in monitoring projects through classes or internships or by utilizing community college laboratories.

Target Date for EPI-7.2: Possible internships will be identified as funding becomes available.

EPI-8. Public Involvement and Education Fund

The Action Team support staff shall continue to support the funding of local programs through the PIE Fund. The Action Team support staff shall publish requests for proposals for local programs that:

- a. Raise awareness of water quality issues by engaging people in actions to protect Puget Sound. These action projects could include such activities or projects as adopt-a-beach, adopt-a-stream, protect-a-wetland, household hazardous waste collection days, water quality monitoring and biological surveys. To be effective, these programs often require funds for signs, equipment and brochures, and may require technical expertise and training.
- b. Raise awareness of water quality issues

through general and diverse education activities. These communications programs could include such activities as workshops, conferences, plays, poster projects, tours, festivals and brochures. To be effective, these programs often require funds for printed and audio-visual materials or staff and may require technical expertise and training.

Groups will apply for these funds through a request-for-proposals process which would include the criteria in element EPI-1. Funds will be awarded by contracts. Groups eligible for funding will include business and trade associations with special emphasis on peer education, local and tribal governments, conservation districts, community and environmental organizations, schools and school districts, community colleges and universities. Projects eligible will include existing and new programs, as well as proposed activities related to any topic addressed in the management plan and any area of Puget Sound. The Action Team support staff shall issue guidelines, call for proposals, select participants and administer contracts. The Action Team support staff shall invite other agencies to specify programs or categories for which to solicit proposals.

The proposals will be reviewed by an Education and Public Involvement Program advisory group which will make final recommendations on funding to the chair of the Action Team support staff. The advisory group will be a 10- to 14-member group including educators, media experts, representatives of environmental and public interest groups, industry and business, agriculture, and local and tribal governments. At least half the membership will come from the private sector, business and industry, environmental non-profit groups and other non-government organizations.

A portion of the PIE Fund should be directed toward programs that specifically support educational needs of local governments that are directly related to the management plan, particularly for those governments that are not receiving direct support from the field agent program (EPI-2.1). Contracts may also be awarded for conferences, evaluations, publications and projects that relate directly to the purpose of the PIE Fund.

Target Date for EPI-8: Ongoing.

EPI-9. Activities of the Action Team Support Staff

The Action Team support staff shall continue to use its planning and oversight process as a means to provide leadership in education and public involvement on water quality issues in the Puget Sound region. Specifically, the Action Team support staff shall conduct the following activities:

Public Outreach. The Action Team support staff shall conduct a proactive public outreach program that includes:

- a. Seeking out parties interested in or affected by implementation of the *Puget Sound Management Plan*.
- b. Designating staff liaisons for:
 - i. County and tribal governments (staff and elected officials). Staff liaisons will work to ensure that program staff conduct planning, implementation and oversight with an awareness of local water quality programs, needs and issues.
 - ii. Constituency groups, including business, agriculture and environmental groups. Staff liaisons will work to ensure that program staff conduct planning, implementation and oversight with an awareness of the issues that different constituencies face as a program is introduced and implemented, and the role of a constituency in protecting water quality.
- c. Training Action Team support staff to provide general information on any program in the management plan.
- d. Developing concise, readable materials for the general public describing issues, programs and activities.

Public Education. The Action Team support staff shall continue to educate the public through seminars, field trips, conferences, public meetings, publications, media, videos and distribution of Action Team support staff information to local libraries.

Publicity. The Action Team support staff shall use its newsletter, slide shows and media contacts to publicize opportunities for the public to become involved in policymaking, monitoring, cleanup or educational activities related to the Sound. The Action Team support staff shall also use its newsletter and slide shows to give recognition to new and existing efforts and programs that are supportive of the goals of the plan.

Coordination. The Action Team support staff shall coordinate the integration of education and public involvement elements of all programs in the management plan in order to avoid duplication of resources (see EPI-2.3, EPI-2.6 and EPI-2.7).

Schools. The Action Team support staff shall work with the Superintendent of Public Instruction and with the GCEE to coordinate educational programs on water quality and habitat for K-12.

Campaigns for Puget Sound. The Action Team support staff may initiate public awareness campaigns or activities that:

- a. Focus on tangible results toward which individuals in both the private and public sectors can easily direct initiative and resources.
- b. Provide an opportunity to show measurable results that present clear and visible feedback on our success in meeting a water quality goal or objective for Puget Sound.

Campaigns could address tangible results towards such goals as: reopening commercial and recreational shellfish beds; reducing plastic debris in Puget Sound; reducing the amount of oil in Puget Sound; reducing septage in Puget Sound; reducing contaminants in storm water; restoring wetlands or shoreline habitat; etc.

Year of the Sound. The Action Team shall request that the Governor declare the Year of the Sound and appoint a Year of the Sound Committee which includes representatives of both the public and private sectors. The committee shall seek funding and support for schools, colleges, agencies and industry to work together to promote and create events which highlight the Sound and what people are doing to protect it, and which provide in-depth educational opportunities on the Sound and its management issues.

Sound Waters Award Program. The Action Team support staff shall work to develop an annual Sound Waters Award program which recognizes small or large businesses, trade associations, local governments or local government officials, developers, service clubs, youth groups, individuals, and others for positive action taken to protect water quality.

Target Date for EPI-9: Activities related to public outreach, public education, coordination, publicity, and schools are ongoing. Other activities as funding becomes available.